

Message Text

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44

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /051 W

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R 171415Z JAN 75

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 2544

INFO AMEMBASSY BUCHAREST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUDAPEST 0154

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: PLOVDIV TRADE FAIR 1975

REF: STATE 001190

1. EMBASSY HAS DISCUSSED QUESTION OF HUNGARIAN ATTENDANCE AT PLOVDIV FAIR WITH COMMERCIAL DIRECTOR OF KOMPLEX, THE FTO RESPONSIBLE FOR THE IMPORTATION OF ALL FOOD PROCESSING AND PACKAGING MACHINERY. KOMPLEX, AS MOST HUNGARIAN FTO'S, TRADITIONALLY SENDS HIGH-LEVEL DELEGATION TO PLOVDIV AND WILL DO SO AGAIN THIS YEAR. EMBASSY'S FEELING IS THAT U.S. EXHIBIT IN PLOVDIV IS MORE LIKELY TO ATTRACT TOP-LEVEL HUNGARIAN ATTENTION THAN PLANNED EXHIBITION OF FOOD PROCESSING AND PACKAGING MACHINERY IN MOSCOW BY U.S. PACKAGING AND MACHINERY IMPORTERS INSTITUTE. IN EMBASSY'S OPINION, FOOD PROCESSING THEME AN EXCELLENT ONE AS FAR AS POTENTIAL IN THE HUNGARIAN MARKET IS CONCERNED. FOOD PROCESSING IS A TOP-PRIORITY INVESTMENT AREA IN WHICH TOTAL INVESTMENT WILL JUMP BY 17 PERCENT TO 6.8 BILLION FORINTS IN 1975 (FOREIGN TRADE MULTIPLIER: \$1 EQUALS 43.5 FORINTS), AND WILL CONTINUE TO RISE DURING NEXT 5-YEAR PLAN.

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PEDERSEN

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NNN

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